

# Día de muertos experience with La Catrina

DATE: Monday, October 27, 2025  
LOCATION: San Miguel de Allende, Guanajuato, MX

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## Event Description

Día de muertos experience with La Catrina is a premier concerts event in San Miguel de Allende. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** concerts

**Importance Rank:** 39/100

**Expected Attendance:** 269 people

**Event ID:** HUNmxXvBsoGD7gvzZ5

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 108 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*